



Program on International
Policy Attitudes (PIPA)

--Media Release--

Poll of 35 Countries Finds 30 Prefer Kerry, 3 Bush

Traditional US Allies Strongly Favor Kerry Bush Preferred in Philippines, Poland and Nigeria

Most Say Bush Foreign Policy Has Made Them Feel Worse Toward US

For release: September 8, 2004 12:30 pm

Contact: Steven Kull 202-232-7500
Lloyd Hetherington 416-969-3085

Washington DC: In 30 out of 35 countries polled, from all regions of the world, a majority or plurality would prefer to see John Kerry win the US presidential election—especially traditional US allies. The only countries where President Bush was preferred were the Philippines, Nigeria, and Poland. India and Thailand were divided. On average, Kerry was favored by more than a two-to-one margin—46% to 20% (weighted for variations in population, the ratio was not significantly different). Overall, one-third did not give an answer.

The poll of 34,330 people was conducted mainly during July and August 2004 by GlobeScan and its worldwide network of research institutes, in conjunction with the Program on International Policy Attitudes (PIPA) of the University of Maryland. Due to the difficulties of polling in developing countries, in eleven countries, polling was limited to metropolitan areas. The margin of error ranged from +/- 2.3-5%.

Steven Kull, director of PIPA, comments, “Only one in five want to see Bush reelected. Though he is not as well known, Kerry would win handily if the people of the world were to elect the US president.” Support for Kerry was greater among those with higher education and income levels.

Asked how the foreign policy of President Bush has affected their feelings toward the US, in 30 countries a majority or plurality said it made them feel “worse” about America, while in 3 countries, more of the respondents said that it had made them feel “better” towards America. On average, 53% of respondents said Bush’s foreign policy made them feel worse about the US, while 19% said it made them feel better.

GlobeScan President Doug Miller says, “Perhaps most sobering for Americans is the strength of the view that US foreign policy is on the wrong track, even in countries contributing troops in Iraq.”

Kerry was strongly preferred among all of America’s traditional allies. These included Norway (74% for Kerry to 7% for Bush), Germany (74% to 10%), France (64% to 5%), the Netherlands (63% to 6%), Italy (58% to 14%), and Spain (45% to 7%). Even in the UK, Kerry was preferred by more than 30 percentage points (47% to 16%).

-over-

Among Canadians, Kerry was preferred by 61% to 16% and among the Japanese by 43% to 23%.

The exception for Bush in Europe was a new ally, Poland, where he was preferred by a narrow plurality of 31% against 26% for Kerry. Another new ally, however, the Czech Republic, went for Kerry (42% to 18%), as did Sweden (58% to 10%),

Asia was the most mixed region, though Kerry still did better. He was preferred by clear majorities in China (52% to 12%) and Indonesia (57% to 34%), as well as by a large margin in Japan (43% to 23%). But publics were divided in India (Kerry 34%, Bush 33%) and Thailand (Kerry 30%, Bush 33%).

Asia was also the sole region in which Bush garnered more than 50 percent support from a country, with 57% of Filipinos favoring him (Kerry 32%). Bush's post-9/11 aid to the Filipino government's efforts against the terrorist group Abu Sayyaf may have engendered significant goodwill.

Latin Americans went for Kerry in all nine countries polled. In only two cases did Kerry win a majority—Brazil (57% to 14%) and the Dominican Republic (51% to 38%)—but in most cases the spread was quite wide. These included Venezuela (48% to 22%), Colombia (47% to 26%), Argentina (43% to 6%), Mexico (38% to 18%), Uruguay (37% to 5%), Peru (37% to 26%), and Bolivia (25% to 16%).

Bush was preferred in Nigeria with 33%, as compared to 27% for Kerry. However, Kerry was preferred in the five other African states polled, including Kenya (58% to 25%), Ghana (48% to 24%), Tanzania (44% to 30%), South Africa (43% to 29%), and Zimbabwe (28% to 6%).

In Eurasian states, Kerry led, though a significant number did not express a preference. In Russia, Kerry was preferred 20% to 10%, Turkey 40% to 25%, and in Kazakhstan 40% to 12%.

Interestingly, among countries that have contributed troops to the operation in Iraq, most favored Kerry and said that their view of the US has gotten worse with Bush's foreign policy. These include the UK, the Czech Republic, Italy, the Netherlands, the Dominican Republic, Kazakhstan, Japan, Norway, and Spain. Thailand was divided on Kerry and Bush (33% Bush—30% Kerry). But slightly more Thais said their view of the US has gotten better (35% to 30% worse)

However, this group also included the two countries most favorable to Bush—the Philippines and Poland. Among Filipinos, 57% said they prefer Bush over Kerry, and 58% say that their view of US foreign policy has gotten better. But among Poles, though a modest plurality favored Bush (31% to 26%), a plurality of 41% said that their view of US foreign policy has gotten worse, while only 15% say it has gotten better.

Strongest negative views of US foreign policy were held in Germany (83% say “worse”), France (81%), Mexico (78%), China (72%), Canada (71%), Netherlands (71%), Spain (67%), Brazil (66%), Italy (66%), Argentina (65%), and the UK (64%). The only countries in which more said that the Bush foreign policy made them feel better toward the US were: the Philippines, (58% better-27% worse), India (38% better—33% worse) and Thailand (35% better and 30% worse). Nigeria was divided (36% better—34% worse) as was Venezuela (33% better-34% worse).

GlobeScan Incorporated <www.GlobeScan.com> is a global public opinion and stakeholder research firm with offices in Toronto, London and Washington. GlobeScan conducts custom research and annual tracking studies on global issues. With a research network spanning 40+ countries, GlobeScan works with global companies, multilateral agencies, national governments and non-government organizations to deliver research-based insights for successful strategies.

The Program on International Policy Attitudes (PIPA) <www.pipa.org> is a joint program of the Center on Policy Attitudes and the Center for International and Security Studies at the University of Maryland. PIPA undertakes research on attitudes in both the public and in the policymaking community toward a variety of international and foreign policy issues. It seeks to disseminate its findings to members of government, the press, and the public as well as academia.

Methodology

The following table gives a more detailed description of the methodology used in each of the 35 countries.

Country	Sample Size (unweighted)	Field dates	Sample frame	Survey methodology	Type of sample
Argentina	1002	May 20-24, 2004	18 years or older	Face-to-face	Nation-wide
Bolivia	1799	July 6-8, 2004	18 years or older	Face-to-face	Nation-wide
Brazil	500	August 12-23, 2004	18 years or older	Face-to-face	Urban ¹
Canada	1598	May 27-July 5, 2004	18 years or older	Telephone	Nation-wide
China	1800	July 2-18, 2004	18 years or older	Telephone	Urban ²
Colombia	503	July 6-30, 2004	18 years or older	Telephone	Urban ³
Czech Republic	1006	June 10-25, 2004	15 years or older	Telephone	Nation-wide
Dominican Rep	500	August, 2004	15 years or older	Face-to-face	Urban ⁴
France	1001	May 17-27, 2004	15 years or older	Telephone	Nation-wide
Germany	1004	June 15-July 2, 2004	15 years or older	Telephone	Nation-wide
Ghana	1010	July 2-15, 2004	18 years or older	Face-to-face	Nation-wide
Great Britain	1001	May 17-June 6, 2004	18 years or older	Telephone	Nation-wide
India	1016	July 7 - 19, 2004	15 years or older	Face-to-face	Urban ⁵
Indonesia	500	August, 2004	18 years or older	Telephone	Urban ⁶
Italy	1007	July 8-21, 2001	18 years or older	Telephone	Nation-wide
Japan	1475	June 16-19, 2004	18 years or older	Face-to-face	Nation-wide
Kazakhstan	1200	July 29-August 9, 2004	18 years or older	Face-to-face	Urban ⁷
Kenya	1000	July 19-27, 2004	18 years or older	Face-to-face	Nation-wide
Mexico	1000	July 1-15, 2004	18 years or older	Face-to-face	Nation-wide
Netherlands	1060	July 15-27, 2004	18 years or older	Internet	Nation-wide
Nigeria	1000	July 19-27, 2004	18 years or older	Face-to-face	Nation-wide
Norway	1002	July 13-20, 2004	15 years or older	Telephone	Nation-wide
Peru	400	July 17-20, 2004	18 years or older	Face-to-face	Urban ⁸
Philippines	500	July 2004	18 years or older	Face-to-face	Nation-wide
Poland	922	August 5-11, 2004	18 years or older	Face-to-face	Nation-wide

Russia	1035	June 12-22, 2004	18 years or older	Face-to-face	Nation-wide
South Africa	1500	July 23-28, 2004	18 years or older	Telephone	Nation-wide
Spain	522	July 26-Aug. 4, 2004	18 years or older	Face-to-face	Nation-wide
Sweden	1000	July 12-18, 2004	15 years or older	Telephone	Nation-wide
Tanzania	1002	July 19-27, 2004	18 years or older	Face-to-face	6 main ⁹ provinces
Thailand	1300	July 5-Aug. 3, 2004	15 years or older	Face-to-face	Urban ¹⁰
Turkey	675	Aug. 6-Sept. 1, 2004	15 years or older	Face-to-face	Urban ¹¹
Uruguay	1003	July 9-18, 2004	18 years or older	Face-to-face	Nation-wide
Venezuela	500	Aug. 17-Sept. 1, 2004	18 years or older	Face-to-face	Urban ¹²
Zimbabwe	987	July 22-25, 2004	18 years or older	Face-to-face	Nation-wide

¹In Brazil the survey was conducted in Sao Paulo and Rio de Janeiro.

²In China the survey was conducted in Beijing, Shenyang, Shanghai, Hangzhou, Wuhan, Chengdu, Guangzhou, Zhengzhou, and Xi'an, representing 36% of the total population in Urban China.

³In Colombia the survey was conducted in Barranquilla, Bucaramanga, Bogota, Cali, and Medellin.

⁴In the Dominican Republic the survey was conducted in Distrito Nacional, representing 33% of the total population.

⁵In India the survey was conducted in Mumbai, Delhi, Calcutta, and Chennai.

⁶In Indonesia the survey was conducted in Jakarta, and Surabaya.

⁷In Kazakhstan the survey was conducted in Astana, Almaty, Aktau, Atyrau, Aktubinsk, Karaganda, Kustanai, Kokshetau, Kzyl-Orda, Petropavlovsk, Pavlodar, Rudny, Semipalatinsk, Taraz, Temirtau, Ust-Kamenogorsk, Uralsk, Shymkent, and Ekibastus.

⁸Greater Lima only.

⁹In Tanzania the survey was conducted in Arusha, Dar es Salaam, Dodoma, Kilimanjaro, Mbeya, and Mwanza.

¹⁰In Thailand the survey was conducted in Bangkok, and urban areas, representing 30% of the total adult population.

¹¹In Turkey the survey was conducted in Adana, Ankara, Antalya, Bursa, Diyarbakir, Erzurum, Istanbul, Izmir, Konya, Samsun, and Zonguldak, representing 46% of the total population.

¹²Caracas only.

GlobeScan Research Partners

Country	Research Institute	Location	Contact
Argentina	TNS Gallup Argentina	Buenos Aires	Constanza Cilley constanza.cilley@tns-gallup.com.ar +54 11 5218 2000
Bolivia	Equipos Mori Bolivia	Santa Cruz de la Sierra	Agustín Canzani acanzani@equipos.com.uy + 598 2 708 6362
Brazil	Poliedro	Sao Paulo	Malu Barreto malu.barreto@terra.com.br 55 11 3079.9021
Canada	GlobeScan Inc. / Research House	Toronto	Lloyd Hetherington lloyd.hetherington@globescan.com +416-9693085
China	Survey & Statistics Institute of BBI	Beijing	Dr. Huixin Ke hxke@public.bta.net.cn +81 3 5487 2311
Colombia	Centro Nacional de Consultoria	Bogota	Carlos Lemoine Cleminoine@cnccol.com +57-1-339.4888
Czech Republic	RCA-Research	Prague	David Ulbrich david.ulbrich@rca-research.com +420-225.372.373
Dominican Republic	Sigma Dos Republica Dominicana	Santo Domingo	Leonard Kemp sigmados@codetel.net.do +1-809-686.3636
France	Efficienc3	Paris	Christian de Thieulloy christian.t@efficienc3.com +33 14 316 5442
Germany	Ri*QUESTA GmbH	Teningen	Bernhard Rieder riquesta.rieder@t-online.de +49 7641 934336
Ghana	Business Interactive Consulting	Accra	Razaaque Animashaun big@idngh.com +233 21 782 892
Great Britain	GlobeScan, Inc. / ICM Direct	London	Doug Miller doug.miller@globescan.com +44 (0)20 7376 0906
India	AC Nielsen ORG-MARG Pvt Ltd.	Mumbai	Jairaj Jatar Jairaj.Jatar@acnielsen.co.in Datta Shonali Shonali.datta@acnielsen.co.in +91-22-56632500

Indonesia	Deka Marketing Research	Jakarta	Irma Malibari Putranto irma.putranto@deka-research.co.id Iman Nurendro iman.nurendro@deka-research.co.id +62-21 723-6901
Italy	Eurisko SpA	Milan	Paolo Anselmi paolo.anselmi@eurisko.it +39 02 4380 91
Japan	Central Research Services	Tokyo	Moonie Yotsui moonie@crs.or.jp +81-3-3549.3121
Kazakhstan	BRIF Research Group	Almaty	Alexander Ruzanov aruzanov@brif.kz +7-3272-50 12 91
Kenya	Research Path Associates	Nairobi	Francis Kimani Rpa_power@yahoo.com Rpa@kenyaweb.com
Mexico	Mund Americas	Mexico	Dan Lund dlund@mundamericas.com +5255 5584 3020
Netherlands	TNS –NIPO	Amsterdam	Roe Kerssies Roe.Kerssies@tns-nipo.com +31-20-522.54.44
Nigeria	Market Trends Research International, Nigeria Ltd.	Lagos	J.O. Ebhomenye Mtrinigeria@research-intng.com +2341 555 0288
Norway	Norstat Norway	Oslo	Tonje Haugberg tonje.haugberg@norstat.no +47 21 300 300
Peru	Datum International S.A.	Lima	Carlos Fowks cfowks@datum.com.pe +51-1-221.4355
Philippines	Sigma Dos Philippines	Manila	Teodora Marasigan tmmarasigan@ms-sigmados.com
Poland	CBOS (Public Opinion Research Center)	Warsaw	Krzysztof Zagorski k.zagorski@cbos.pl +48-22-628.3704
Russia	CESSI Institute for Comparative Social Research	Moscow	Vladimir Andreenkov vladimir.andreenkov@cessi.ru +7095 229-1506
South Africa	Markinor (Pty) Ltd	Randburg	Mari Harris Marih@markinor.co.za +27 011 686-8400
Spain	Quota Research (Grupo Sigma Dos)	Madrid	Amparo Ubeda aubeda@quotaresearch.com +34 91 389 5799

Sweden	Norstat Sverige AB	Linköping	Jonas Andersson jonas.andersson@norstat.se +46-13-4894.000
Tanzania	Research Path Associates	Nairobi	Francis Kimani Rpa_power@yahoo.com rpa@kenyaweb.com
Thailand	TNS	Bangkok	Bill Pritchard Bill.Pritchard@tns-global.com
Turkey	Yontem Research & Consultancy	Istanbul	Sedef Yilmaz sedef.yilmaz@yontemresearch.com +90 212 278 1219
Uruguay	Equipos Mori	Montevideo	Agustín Canzani acanzani@equipos.com.uy Ignacio Zuasnabar izuasnabar@equipos.com.uy +598 2 708 6362
Venezuela	Sigma Dos Venezuela	Caracas	Romel Romero rqromel@cantv.net
Zimbabwe	Research Path Associates	Nairobi	Francis Kimani Rpa_power@yahoo.com rpa@kenyaweb.com